

To: MacWilliams, Lori
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 1/14/98 8:11
Opened: 1/14/98 9:16
Subject: FWRD: RE: IMMEDIATE RESPONSE REQUIRED

===== <Forwarded Letter> =====

From: Zecca, Anthony
To: 1610
Subject: RE: IMMEDIATE RESPONSE REQUIRED
Posted: 01/13/98 10:22
Priority: Normal Priority

Lori,

Answers to questions for Don Fitzgerald.

1) I have contacted Newcomb Oil chain and they have agreed to accept DPC beginning in the 2nd qtr to 5 of the 8 locations.

2) Temporary displays will be fine for merchandising.

3) B&W has displays in these accounts merchandising Kool and GPC.

4) Establish Territory Representative positions in designated metropolitan markets for the following reasons:

- This region currently uses a standard of 75 + CPW industry volume to justify RJR support. Due to the high concentration of lower volume accounts associated with these metropolitan markets, RJR is missing representation.
- Both B&W and Lor continue to service these city accounts.
- Product is needed by the sales reps. to sell to the retailers due to poor credit with wholesalers. Pre-books are often not accepted by wholesalers due to poor credit. Many of these customers are on a cash and carry basis with the suppliers. Both Lor and B&W reps. carry product for sale to these retailers.

Action plan:

Set up a test for the Buffalo/Rochester market.

Set a standard of 1 territory rep. per every 240 retail accounts (about 8 calls per day) selling between 35-74 CPW.

For the Rochester and Buffalo, one territory rep. may be able to cover both cities.

Additional reason for this change:

In looking at MSA shipping figures for the past five years in Metropolitan markets (Atlanta, Los Angeles, Chicago, and New York), the share decline seems to be greater than the national average. This could be due to the lack of representation in these lower volume accounts that are characteristic of these markets. Further research is needed on additional metropolitan markets to conclude this hypothesis. Let me know if you would like a more detailed account of this study.

I hope this helps.

Anthony

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